WYBC - THE YALE BROADCASTING COMPANY

PROGRAM DEPARTMENT SUNDAY, FEBRUARY 7, 1948

TO: BUSINESS DEPARTMENT
RE: NEW SCHEDULE BOARD PROCEDURE

THE NEW BOARD-TO-END-ALL-BOARDS IS NOW UP AND IN OPERATION, AND THE FOLLOWING RULES SHOULD LEAD TO ITS MORE EFFICIENT USE:

1) ONLY PROGRAM DEPT. MEMBERS WILL BE ALLOWED TO PLACE TAGS ON THE BOARD OR TO MOVE THEM ONCE THERE.

2) THE BUSINESS DEPARTMENT WILL BE RESPONSIBLE FOR PROVIDING PROPER TAGS FOR ALL SPOT ANNOUNCEMENTS, SPONSORED PROGRAMS AND COMMERCIALS USED IN SPONSORED PROGRAMS.

3) ALL TAGS MUST BE PRINTED IN THE FOLLOWING MANNER:

THICKNESS (MAXIMUM) 5/16 INCHES OR TWO TYPEWRITTEN LINES

PRINTING WILL START AND END NOT LESS THAN 1/4 INCH FROM THE ENDS OF THE TAG

BUSINESS DEPARTMENT COLORS ARE:

WHITE FOR SPOTS AND COMMERCIALS

ORANGE FOR SPONSORED PROGRAMS----NAME OF SPONSOR MUST GO ON TAG, EVEN IF IT OR PROGRAM TITLE MUST BE ABBREVIATED. (TAGS A RE MADE FROM THE 3-INCH WIDTH OF THE STANDARD 3X5 CARD)

4) IT IS SUGGESTED THAT HEELERS HAND IN THE NECESSARY TAGS WITH THE SOLICITATION REPORTS, NOW PROVIDED THIS DEPARTMENT. (CLIP TAGS TO REPORT)

5) ALL TAGS AND REPORTS MUST BE IN THE PROGRAM DEPARTMENT OFFICE IMMEDIATELY BY THE SUNDAY PRECEDING THE WEEK THEY ARE TO BE AIRED, AS THE BOARD WILL BE MADE UP FOR THE NEXT WEEK SUNDAY NIGHT

PLEASE START PROVIDING NECESSARY COMMERCIAL TAGS AS SOON ASPOSSIBLE. THEY WILL GO UP AS SOON ASMORE PINS ARE OBTAINED.

RLB